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EDITORIAL

Subscribers to the *English Journal* have been remarking with increasing frequency of late that this magazine is one of the few
A Word in real bargains in a world of high prices. We are glad
Season they feel so and we wish to continue the present rates with ever-improving service. Whether we can or not will depend to a considerable degree upon our friend, the gentle reader. The mounting cost of publishing can be met only with increased income, either from rates or from circulation. Circulation is better in every way. It distributes the burden and it multiplies the benefits.

But advertising is costly—is growing more so—and good lists of “prospects” are hard to obtain. Teachers are migratory and do not remain long in the profession. The common appeal is “Change my address.” It helps very greatly—and this is the point—when those who are acquainted with the *English Journal* and appreciate it speak up for it whenever opportunity offers. Many do so. May not the number be much increased?

With January, 1921, the *Journal* will enter upon its tenth volume. It is proposed to carry on during the months that intervene a nation-wide canvass for new readers. At least ten thousand copies of this English teachers’ professional organ of opinion and exchange should go out to the schools and colleges of the country every month of the school year. A word in season from each of our present subscribers would easily bring this about. Who will be the first to send in a list of “prospects”?